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Global Product Catalog

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Global Product Catalog

ABSTRACT

Currently, online retailers or sellers on online retail platforms do not have a standard product catalog that can be used across different e-commerce platforms in a seamless manner. Instead, sellers are required to create a product listing specifically for each platform. This disclosure describes a global catalog that utilizes a standardized schema to identify every product or service enabling the product or service to easily be published to any e-commerce platform. The global catalog can include product identifiers, product descriptions, multimedia related to the product, etc.

KEYWORDS

- Product schema
- Product identifier
- Sales listing
- Product listing
- Global catalog
- E-commerce
- Online retail

BACKGROUND

Millions of products are sold online. Currently, online retailers or sellers on online retail platforms do not have a standard product catalog that can be used across different e-commerce platforms in a seamless manner. Instead, sellers are required to create a product listing specifically for each platform.

DESCRIPTION

This disclosure describes a global catalog that utilizes a standardized schema to identify every product or service enabling the product or service to easily be published to any e-commerce platform.

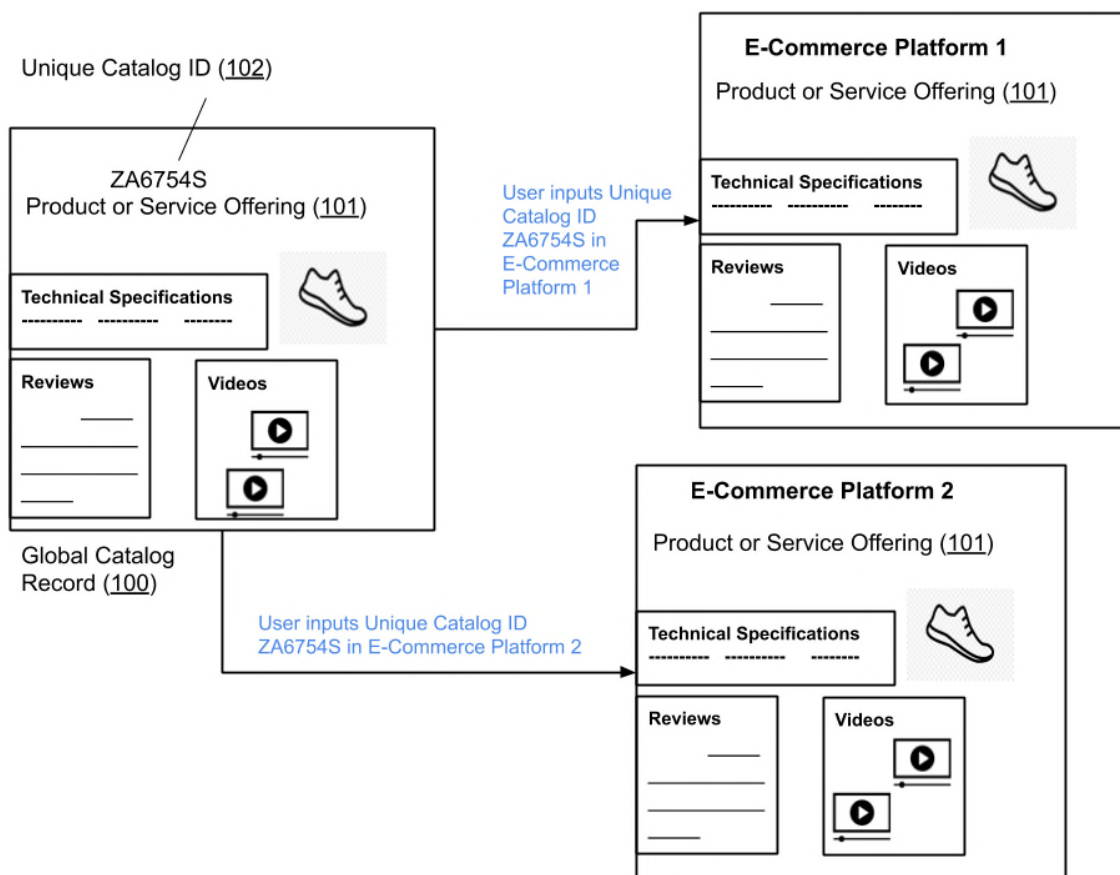


Fig. 1: Publishing global catalog record on multiple e-commerce platforms

An entity, e.g., a retailer, a product manufacturer, an online seller, etc. can create a product listing (101) in a global catalog (100) with a unique catalog ID (102), such as a stock keeping unit (SKU). The global catalog can be provided by any online service provider. The global catalog record includes data related to the product listing, such as (1) videos about the product on a video hosting platform; (2) reviews of the product; (3) product specifications; etc.

The global catalog information is accessible, e.g., via an application programming interface (API) and enables other platforms, e.g., e-commerce platforms, to include the product by simply inputting the unique catalog ID.

The global catalog uses an open source schema that other integrator and platform providers can support and build on. The global catalog is integrated with various other online services, such as:

- (1) online file system that stores the catalog data for free for any user;
- (2) cloud platform that pushes the catalog updates and integrates with other platforms;
- (3) artificial intelligence tools to extract information from images/videos in the global catalog listing to enrich the catalog information and to suggest actions such as buying search advertising for the product, etc.;
- (4) search index that enables search through the global catalog, including the history of changes to the catalog;
- (5) business productivity tools that enable building a website and other online material based on the global catalog;
- (6) interfaces such as virtual assistants that enable users to create product listings interactively.

Thus, for example, a user can login to the global catalog service provider and create a product or service listing by adding a record to the global catalog. The user can upload or link product photos, videos, or other material to the global catalog record from repositories where such material is stored, e.g., online image storage platforms, video hosting websites, etc.

Artificial intelligence techniques can be used to evaluate the product photos. The record is saved and a unique stock-keeping unit (SKU) or product identifier can be assigned to the product.

Once the global catalog record is generated, the user can publish the catalog data to other e-commerce platforms using schema integration. In this manner, the product listing can be made available on multiple e-commerce platforms and subsequent changes in the catalog record can also be easily propagated to such platforms. The user can also search for and restore a previous version of the catalog data. The user can utilize links with online advertising and branding channels to promote their products, build websites to showcase products, etc.

The online service provider that hosts the global catalog can charge users, e.g., on a pay-per-use basis, for use of the catalog. The online service provider that hosts the global product catalog can offer large or unlimited storage space for the product information, including for the product database, files and documents related to the product, images and videos of the product, reviews, etc. This enables creation of comprehensive merchant presence.

CONCLUSION

Currently, online retailers or sellers on online retail platforms do not have a standard product catalog that can be used across different e-commerce platforms in a seamless manner. Instead, sellers are required to create a product listing specifically for each platform. This disclosure describes a global catalog that utilizes a standardized schema to identify every product or service enabling the product or service to easily be published to any e-commerce platform. The global catalog can include product identifiers, product descriptions, multimedia related to the product, etc.